

# BEIJING TODAY COMMERCE

JANUARY 17, 2014 • No. 658 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥3.00 (METRO & COMMERCE)



## Sights of the frozen north

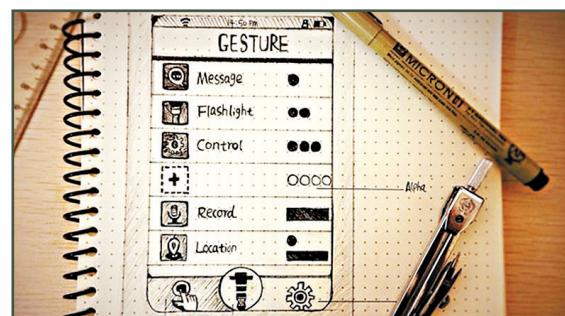
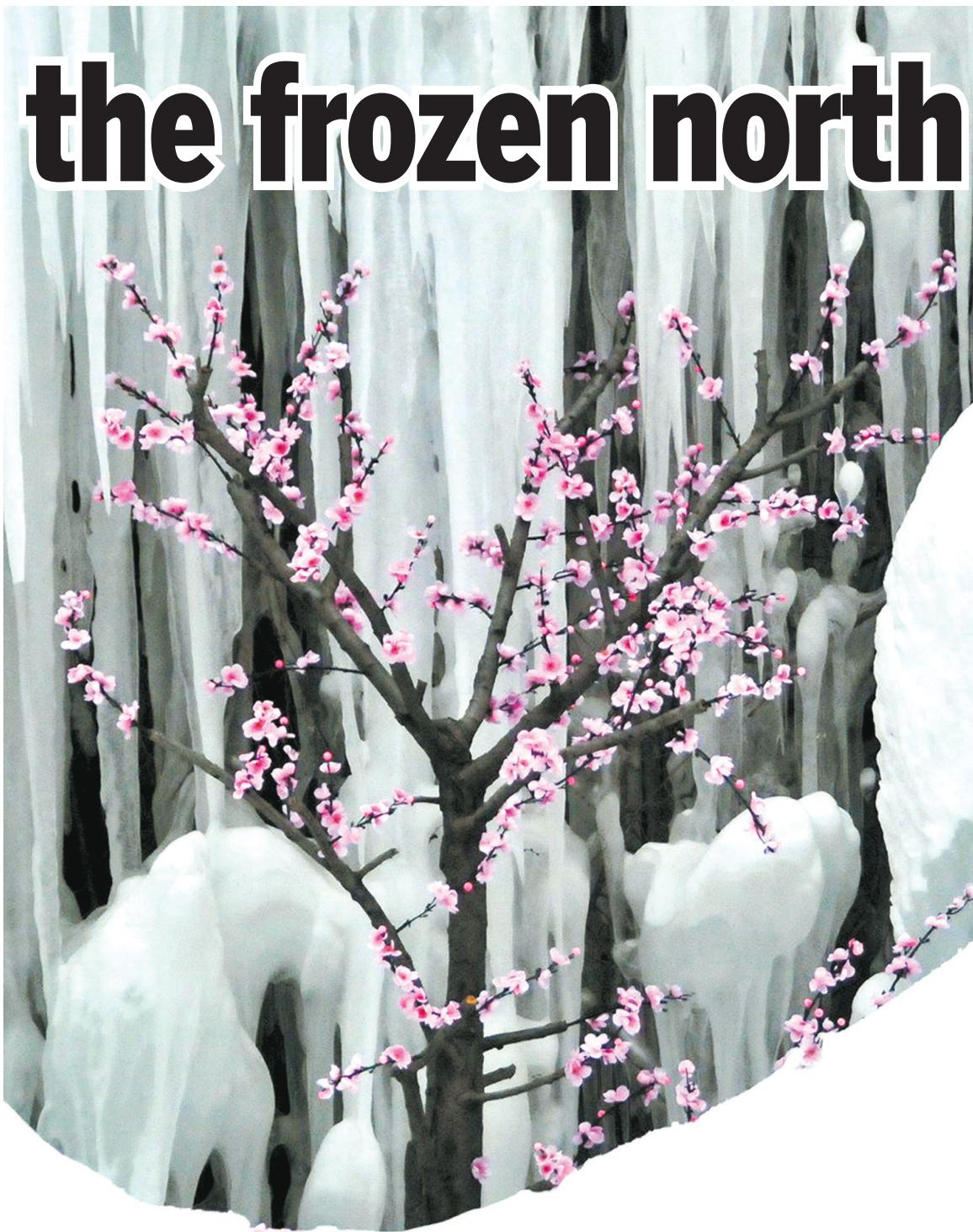
The snow may not have come, but with chilly temperatures there's still plenty to see at northern China's ice festivals.

When speaking about ice, Harbin is without question number one. This year marks 40 years of ice-inspired art and cultural events in the city.

But Beijing is not being left out. Although Ditan Park is planning some events, it's Longqinxia that attracts visitors.

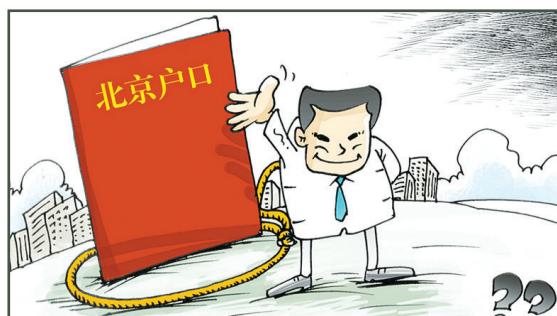
With a 70-meter-tall ice waterfall and hundreds of lanterns and sculptures, Longqinxia offers some of the best winter attractions you'll find in Beijing this year.

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Smart button speeds up Android operation

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'Study' new route to black market hukou

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# Klick brings smart button to Android phones

By BAO CHENGRONG  
Beijing Today Staff

For Android users who want to simplify the process of snapping photos, navigating or finding nearby restaurants, the Klick smart button offers a new option.

Klick connects to the handset's headphone jack and integrates with a custom app that maps clicks to different functions.

Li Gang, creator of Klick, got the idea in March and spent the last nine months turning it into a real product.

The button can currently perform more than 50 functions, including recording, opening the flashlight, toggling Wi-Fi or Bluetooth, making calls and sending messages. It can also replace the function of a physically damaged button on the handset.

Presses can be linked to different functions depending on conditions. For instance, a short press to answer the phone when there is a call can also be used to snap a photo when there is no incoming call.

The most obvious use of the button is the to shoot moving objects, where the delay of a few seconds might mean a missed memory.

Li said apart from convenience, another advantage of Klick is concealment. By operating a phone with the button, one could record a conversation in secret.

The button doesn't conflict with normal earphone use and the speaking button of many earphones can be used in the same way as Klick.

The button will hit the market in January, two months earlier than a similar product called Pressy. Klick will retail for 18 yuan.

Li said he wants to bring the button to smart glasses and smart watches in the future.



Klick simplifies snapping photos, navigating locations and asking for help.

Photos provided by Klick

# Remote control opens era of the consumer smart home

By BAO CHENGRONG  
Beijing Today Staff

Smart homes are not a new concept, but they have never been as accessible as they are today.

Wang Weijie, founder of Haimou Technology Company, is a pioneer of the new trend. He entered the field two years ago when the domestic market for a smart home controller was nearly blank.

Wang said the adoption of smart phones and the rapid development of mobile technologies has made smart homes accessible to the majority. In the past, it often took several months to assemble the wired connections needed to build a smart home: the new controllers by Wang and his colleagues have slashed the requirements.

A special app that works over Wi-Fi enables users to operate their home's electronic devices even when they aren't

present. The controllers connect with each device using infrared signals or smart sockets.

Wang said he designed the first controller so he could take better care of the people he loves when not at home. He wanted to be able to turn on the heat for his grandparents when the weather gets cold and bake bread for his girlfriend when she is too busy.

Wang said one of the obvious advantages of his controller is it can connect with many devices. However, it remains unable to operate manual devices, such as microwave ovens. It also takes time for the app to learn all the functions of each paired device.

His targeted users are young, tech savvy adults who frequently use apps in their daily life.

The first bunch of 2,000 controllers was recently released and will ship to customers on January 15.

But some experts say smart homes



are about more than remote control. The electric devices should be able to adjust according to one's demands, manage the data and automate interaction.

Nest Labs, a leader in the field, is a good example of smart homes done right.

The company was founded by Tony Fadell, widely known as "the father of the iPod." Its smart temperature controller is able to learn a user's habits, record the data and set the most comfortable temperature according to the data analysis.

# Illegal trade in Beijing hukou linked to 'overseas' study

By BAO CHENGRONG  
Beijing Today Staff

Government policy has made obtaining legal residence in a city like Beijing and Shanghai harder than ever, but the demand is still rapidly increasing.

Considering the government's preferential hukou policy for Chinese students returning from abroad, several agencies have collaborated to engineer a new illegal channel for selling hukou – forged overseas study credentials.

Prices hover at about 200,000 yuan, according to staff in one service center; rush processing costs an extra 50,000 yuan.

A man surnamed Gao who works in the industry said the safest way to get overseas credentials is to buy a Ph.D diploma from Saint Petersburg State University. It and several other Gao recommended are all recognized by the Ministry of Education.

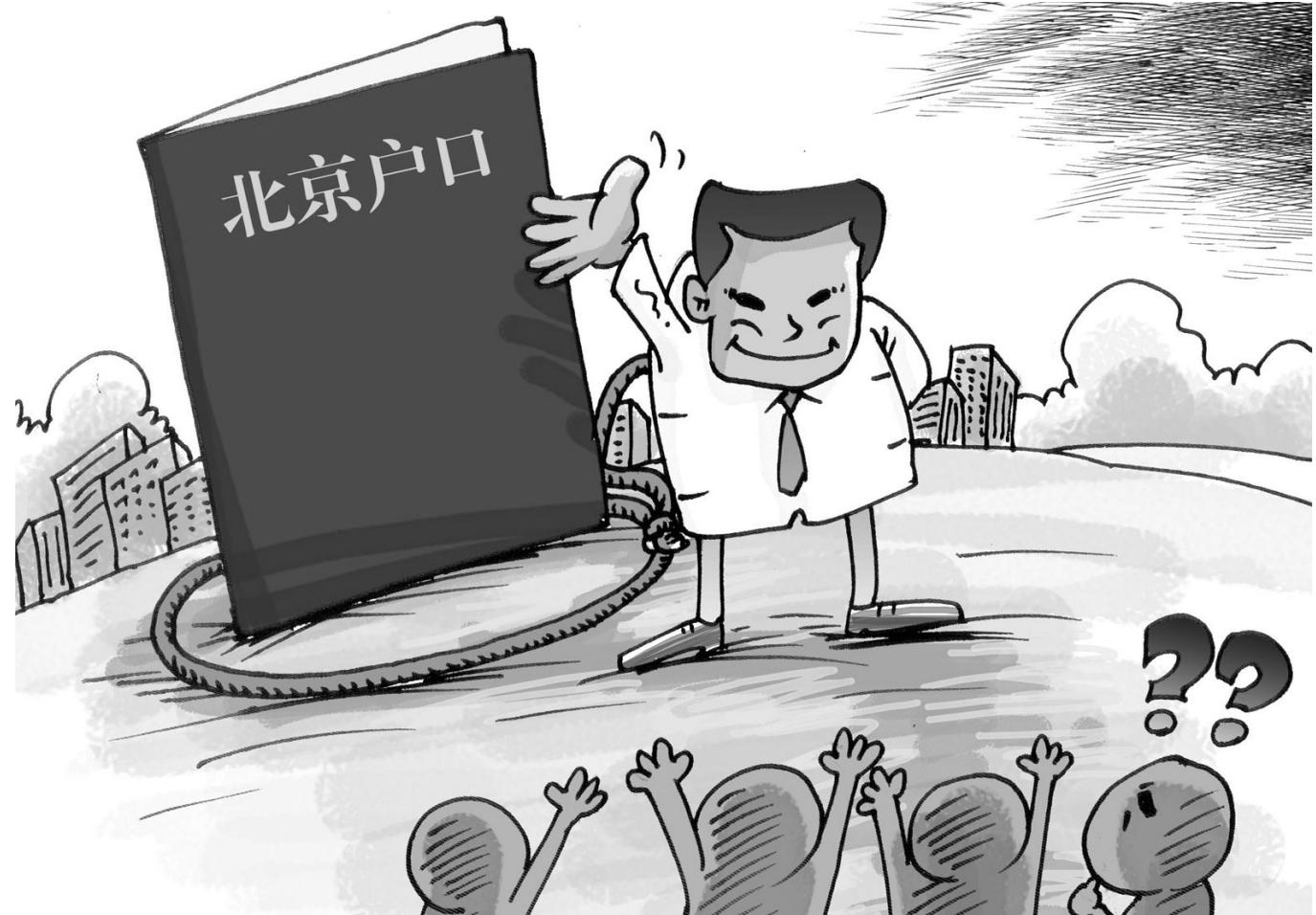
Gao said his clients neither need to study at the colleges nor take any exams. They are not even required to speak Russian. They only need to sit in classes at the college for 20 days each year. After "graduating," clients can get an academic certificate and a Beijing hukou.

The hukou itself costs an additional 150,000 yuan.

Another agency offers similar service but charges less: only 120,000 yuan to become a returnee within six months. A spokesman for that agency surnamed Wang said their customers will get a certificate from a college in the Philippines as long as they stay at the college for 12 days to complete enrollment procedures.

After getting the proper status, clients can select from the three ways the agency offers to Beijing hukou.

Wang said one way is to work for a



CFP Photo

short time at a state-owned enterprise. Once they get the hukou, they can leave to find another job. Another way is to purchase a house in Beijing. Returnees who own real estate in the capital are eligible for Beijing hukou, according to the capital's regulations.

Clients can also register a small company to obtain their hukou.

Many agencies are operating similar shady businesses in Beijing and Shanghai. Most cooperate with colleges in Southeast Asia, such as in Thailand, Indonesia and Malaysia.

An investigation into such deals found that the cost of buying a Beijing hukou has ballooned from 10,000 yuan in 2004 to 70,000 yuan in 2007 and

200,000 yuan today.

Clients are typically graduates of universities in other provinces.

The risks are obvious. Hukou is not for sale, and hukou confirmed to be obtained through illegal channels are immediately void.

In addition, some agencies just use it as a way of fraud.

## Baidu staff enact in mobile English exam database

By BAO CHENGRONG  
Beijing Today Staff

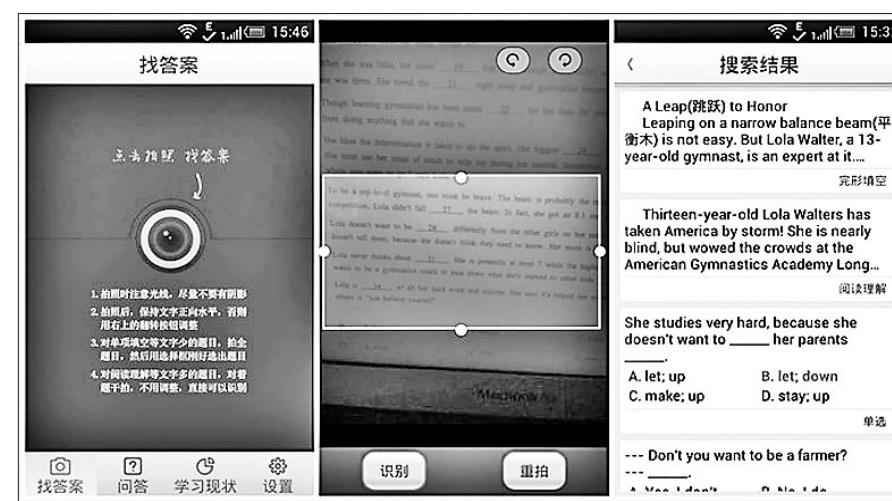
2013 was a boom year for online education with the introduction of many MOOC platforms and teams aimed at serving kindergarten and high school students.

Now Kuailexue.com is connecting the boom to the smart phone market.

Founded by three people who used to work at Baidu, the team has applied the text analysis and big data processing it learned at Baidu to the business of education.

The company's app enables students to find answers to their English homework by taking a picture of the question. The search will convert the picture to text and return relevant tests that focus on a similar area of knowledge.

Lin Zhen, the co-founder, said his team spent half a year doing field survey and



The site helps students improve their English testing ability.

Photo provided by Kuailexue.com

found students were eager to find a smart database that provided better results to

simple questions than Baidu.

Lin said he never expected to see online

education grow as fast as it has. The database is aimed to lighten the burden of homework. After a period of study, the app begins to learn each student's current experience level and provide personal reports and recommend training exercises.

Lin said their website and app can also help teachers save time when designing quizzes. By searching for questions using different topics and difficulty scores, a teacher can design a quiz in a few minutes.

Teachers might eventually be able to offer individual teaching models for each student based on their query history, Lin said.

Although the app is currently limited to English and only available on Android phones, Lin said the company will expand its software to more platforms and topics later this year.

# Online language lessons available for Korean fans

By LIU XIAOCHEN

Beijing Today Staff

The King Sejong Institute, an overseas educational institute providing Korean education for students and Korean teachers, is offering the chance for Korean enthusiasts to learn Korean online for free.

Learners can select from beginner, intermediate, advanced courses depending on their ability.

The beginner level aims to improve students' ability to communicate in Korean and understand Korean culture. The intermediate level intensifies the focus on communication ability so that students develop in listening, speaking, reading and writing.

The online lessons also include skills training in listening, speaking, reading and writing. Before each unit, the lesson presents a goal and uses various graphics to introduce the new study material. At the middle and the end of the unit, it provides lessons related to culture.

The lessons are available in Chinese, Korean, English, Vietnamese, Thai and Mongolian. Learners can choose the edition that matches their mother language.

The King Sejong Institute is established by the Ministry of Culture and Tourism in South Korea. The National Institute of the Korean Language is in charge of the institute. It provides practical Korean lessons and culture education to Korean enthusiasts and Koreans living abroad.

The project is intended to enhance cooperation between South Korea and

The screenshot shows the King Sejong Institute's website interface. At the top, there is a logo for 'King Sejong Institute' and a banner with Korean text: '한국어로 빛는 꽃, 세종학당이 함께합니다.' Below this, a 'Select Language' button is visible. The main content area is divided into several sections: 'Learn Korean' (with sub-sections like 'Study Korean', 'Experience Korean Culture', and 'Together with Korean'), 'Study Korean' (with options like 'Broadcast', 'Video-telephone', 'Study Textbook', and 'For thought'), 'Teach Korean' (with sub-sections like 'Korean Teacher Training', 'Research', and 'World Korean Educator Conference'), and 'Notices' (with links to 'Public notice', 'Promotion Videos/Newsletters', 'Conference/Event...', 'King Sejong Institute News', 'News on Korean Language', 'Korean Teacher Recruitment', 'Korean Language Test Information', and 'Relevant websites'). A sidebar on the right is titled 'Sejonghakdang.org Photo'.

The King Sejong Institute's website offers free Korean lessons.

other countries through cultural exchange to boost language use and cultural diversity.

Teachers at the King Sejong Institute have donated many study materials to use as the foundation of this Internet program.

For more information such as where to learn and how the courses are scheduled, visit [sejonghakdang.org/nuri/sjc](http://sejonghakdang.org/nuri/sjc)

# World Bank analyzes China's transit-oriented development

By LIU XIAOCHEN

Beijing Today Staff

The World Bank discussed the importance of transit-oriented development (TOD) and land value capture (LVC) in China and their implementation with the Institute of Comprehensive Transportation under the National Development and Reform Commission in a seminar at the end of 2013.

More than 120 representatives and experts from relevant departments in the central and local government, city and transport planning departments, public transport departments, private developers and academic and research institutes attended the seminar.

TOD is becoming an important mode of sustainable development for cities. The model integrates housing, retail, office buildings and other facilities based on the public transport system and aims to create a smart and walkable community.

China's big cities are in the process of constructing their public transporta-



Beijing's busy subway

CFP Photo

tion systems. There is a great opportunity to use the concepts of TOD and LVC in the development and construction of

subway stations, high-speed rail stations and their surroundings.

"The development of public transport is

not only helpful to solve congestion and enhance the accessibility of city – it also introduces opportunities to reshape the city's appearance," said Robert Cervero, a professor at the University of California at Berkeley.

"The future belongs to cities that have advanced and integrated public transport systems. People should minimize the waste of resources by private cars and inefficient infrastructure," said Luc Nadal, technical director at the Institute of Transportation Development Policy.

Wei Dacheng, CEO of Hong Kong Railway Corporation, said the subway in Hong Kong was built according to the model of rail transportation and real estate development.

"This model not only provides urgent important public transport network, but also solves the housing problems that many cities are facing. By giving land development rights along the subway line to subway operators, the government provides financial security for the long-term operation of new subway lines."

# Austria joins top business expo to promote winter gear

By LIU XIAOCHEO  
Beijing Today Staff

Austria has been working hard to develop its presence in the China market. According to its Economic Yearbook in China, the countries share a complementary economy with high potential for bilateral trade and investment.

To further cooperation, the embassy's commerce section is attending ISPO/Alpitec China 2014 and CHIC China 2014 to help Austrian enterprises find new opportunities this February and March.

The Austrian pavilion will be open from February 19 to 22. Participating enterprises will supply such sample products as high-end sports equipment, winter clothes and ski equipment.

ISPO/Alpitec China 2014 is organized by the Munich International Expo Group. It has been a major business platform for professional sport products since 2005. In China, it supports local brands and provides them with a platform to reach out to manufacturers, distributors and consumers.

The China International Clothing and Accessories Fair (CHIC) is the most important expo in the Chinese clothing market. It attracts hundreds of thousands Chinese and foreign visitors every year. More than a thousand fashion brands from all over the world come to show their products, including clothes, shoes and accessories.

Austrian enterprises such as Hanro International, Living Kitzbuhel Handels, Magda Rose, Maurizio Giambra and Steinbock Mode will attend CHIC Beijing 2014.

CHIC was founded by the China National Garment Association, China International Trade Center and China Council for the



Austria booth at ISPO China 2012

CFP Photo

Promotion of International Trade in 1993.

This year, it intends to further separate its menswear, womenswear, children's wear, leisure wear, leather and fur and feather wear areas to group brands by lifestyle, business model and type.

According to the Economic Yearbook in China of Austria, the time for Sino-Austrian cooperation is right because the euro zone and world economy are finally beginning to recover from the 2008 financial crisis.

Oskar Andesner, commercial counselor of the Austrian Embassy, said China is one of the most important supply countries for Austria and also the most important sales market for Austrian products.

"In addition to the traditional region around Beijing and the automobile manufacturing base in the northeast China, more and more Austrian enterprises are showing interest in the country's western and central provinces," Andesner said.

#### ISPO/Alpitec China 2014

**When:** February 10 to 22

**Where:** The National Conference Center, 7 Tianchen Dong Lu, Chaoyang District

**Tel:** 8527 5050

#### CHIC China 2014

**When:** March 26 to 29

**Where:** Chinese Exhibition Center (New), 88 Yuxiang Lu, Tianshu Qu, Shunyi District

**Tel:** (6506) 8181-103

# France welcomes innovative enterprises of the world



Arnaud Montebourg

By LIU XIAOCHEN  
Beijing Today Staff

At the end of 2013, French President Francois Hollande and French Minister for Industrial Renewal Arnaud Montebourg start an international grand prix "Innovation 2030 Commission" to encourage the enterprises around the world to suggest an innovation program.

The only condition of the competition is the innovation must belong to an established creative field, such as energy storage, metal recycling, marine development, plant proteins and plant chemistry, personalized medicine, geriatrics or big data.

These seven fields were selected based on pressing social concerns. They can

be seen as the pillars of France's future development. The competition will encourage talents to create the collective wealth of the future, whether they are in France or abroad.

To select the best projects in each of the seven fields, a three-stage process that includes start-up, risk reduction and development has been defined.

There will be one hundred projects selected for the start-up phase before March 31. The selection will be based on interviews with applicants whose projects meet the criteria for admission. In addition to being in one of the seven fields, the projects must be technological and scientifically feasible; have potential economic benefits; and be able to be

carried out by the applicant. The French government will provide financial support of up to Euro200,000 (1.64 million yuan) for each selected project.

The Risk Reduction Phase will open on September 1. The development phase will open in 2016 to select the final seven projects that will be given support for industrialization.

"France is an industrial country. We just launched a 34-point plan as part of 'The New Face of Industry in France' program to enable France to compete with the world's best. We are launching a global competition for innovators worldwide to develop solutions that will meet the needs of tomorrow's world," Montebourg said.

# Icy sights of the frozen north

By LIU XIAOCHEN  
Beijing Today Staff

Winter in northern China means sightseeing in the snow and ice remains the most popular of outdoor activities.

But the beautiful scenery of the north lasts for only a few months. Now is your chance if you want to see a world of ice lanterns, sculptures, winter flowers and bonsais made of ice.

## Harbin's ice world

Ice lantern exhibitions in Harbin date back to 1963, when people began using basins and buckets to freeze thousands of lanterns for the Zhaolin Park's Lantern Festival.

This year marks the 40th Harbin Ice Lantern Art Garden Party. The park is open to the public and has eight scenic areas arranged in different themes.

One of the most popular sights is the viewing area in the main building. Visitors can stand on the balcony to see the ice lanterns light up the whole park.

The garden party also has a yearly ice maze. This year's occupies an area of 1080 square meters and can only be explored using ice trolleys.

In 1985, the city of Harbin decided to improve its winter attractions by creating the Harbin Ice Festival. The annual event highlights winter-related art, sports and culture. January 5, its opening day, has become a major holiday in Harbin.

This year's festival is all about comic and features with many ice sculptures related to popular characters. The creators



Plum blossom shaped lantern in Longqingxia

of Brazil World Cup's mascot, the Rubber Duck, Disney and Rovio have been invited to participate. There are also classic characters from the Smurfs, Hello Kitty, Doraemon and McDull.

## Longqingxia's ice lanterns

Although there have been ice lantern exhibitions at Ditan Park and the Changyang Ice Cultural Festival, Beijing's best known location for ice lanterns is Longqingxia in Yanqing County.

Longqingxia attracts many visitors with its ice lanterns each winter. Although the theme varies, its 70-meter-tall ice waterfall is always there.

Longqingxia Ice Lantern Festival has three sections this year: one for colored lights, one for snow sculptures and an international ice sculpture competition zone. The festival includes 350 ice lanterns, 200 ice sculptures, 100 snow sculptures, 200 festival lanterns, 700 tree lanterns, thousands of meters of Great Wall lanterns and innumerable small lantern decorations.



Ice lantern in Harbin

## Harbin Ice Lantern Art Garden Party

**When:** Through March 5

**Where:** 37 Senlin Jie, Daoli District, Harbin, Heilongjiang Province

**Entry:** 200 yuan; 80 yuan for students and residents; 100 yuan for soldiers and seniors; free for adults older than 70 and children under 1.4 meters

**Tel:** (0451) 8463 1337

## Harbin Ice Festival

**When:** Through February

**Where:** West of Taiyangdao, Songbei District, Harbin, Heilongjiang Province

**Entry:**

- 9 am – noon: 150 yuan; 120 yuan for children and students

- Noon – 9 pm: 300 yuan; 160 yuan for children and students

**Holidays:** 330 yuan; 160 for residents; free adults older than 70 and children under 1.2 meters.

**Tel:** (0451) 8488 4433

## Longqingxia Ice Festival

**When:** Through February

**Where:** 69 Dongwai Dajie, Yanqing County, Beijing

**Entry:** 100 yuan; 50 for students; 35 for seniors; free for children under 1.2 meters

**Tel:** 8692 8650



Ice sculpture in Longqingxia



CFP Photos

## Why choose Amway's eSpring?

The patented multi-stage absorbent layer inside the Amway eSpring Water Purifier effectively removes more than 140 dangerous contaminants and particles bigger than 0.2 microns.

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**Email:** sallytt007@hotmail.com

**Website:** amway.com.cn

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Safe water for your family



## Music



### Devils at the Crossroad

With heavily blues- and punk-influenced guitarist and singer Joris Zylberman (Ex-Dropkicks); Marco Benitez, a bassist shaped by old-school hard rock, metal and stoner rock; and drummer Cedric "Sadako"(ex-Last Chance of Youth and AK-47), Devils at the Crossroad brings a breath of fresh air to fans of balls-to-the-wall rock 'n' roll.

**Where:** Salud, 66 Nanluogu Xiang, Dongcheng District

**When:** 10:30 - 11:30 pm January 22

**Price:** Free admission

**Tel:** 6402 5086

### Welcome back with the Beijing Beatles

The Beijing Beatles will headline a "Welcome Back" party at Fubar to kickstart the new year. The members are from the UK, Australia and France: don't be fooled by imposters!

Mixed drinks are at happy hour prices until 10 pm, with a round of free cocktails to welcome everyone back from the holidays.

**Where:** Fubar, Workers Stadium East Gate, Chaoyang District (behind Stadium Dog)

**When:** 9 pm - 1 am January 24

**Price:** Free

**Tel:** 6593 8227



## Stage

### Smash hit musical "MAMMA MIA!"



Seen by more than 45 million people around the world and sung in 14 languages, the original West End production MAMMA MIA! is celebrating 12 years and more than 5,000 performances in London. The 135-minute Chinese version not only preserves the meaning of the lyrics but also retains the rhyme of the songs. Featuring an all-Chinese cast, it has been a huge hit with its libretto that uses a combination of Internet vernacular and local dialects.

**Where:** Century Theater, 21st Century Hotel, 40 Liangmaqiao Lu, Chaoyang District

**When:** 7:30 - 9 pm, through January 19

**Price:** 80-680 yuan

**Tel:** 18600208126

**Email:** book-holiday@hotmail.com

## Community

### Reduce stress and stop anxiety

Stress and anxiety are two very natural emotions which everyone has to deal. However, when living as an expat these emotions can be heightened and lead to depression. To help keep you happy, International SOS invites you to a seminar on how to manage stress and anxiety, presented by Aram Sohigian, mental health counselor and marriage and family therapist at International SOS Beijing Clinic. The seminar will discuss:

1. Types of stress and anxiety
2. Symptoms of stress and anxiety
3. Coping with stress and anxiety



**Where:** International SOS, Suite 105, Wing 1, Kunsha Building, 16 Xinyuanli, Chaoyang District

**When:** 10 - 11:30 am, January 21

**Tel:** 6462 9112

### Beijing Food Walk

Learn the stories behind the many mysterious snacks and dishes served on the streets and little restaurants of Beijing. On this stroll through the hutong around the Drum and Bell towers, you will get to sample more than 15 traditional Beijing snacks. We stop at three small restaurants, sample yummy food stall treats and learn about Chinese products while visiting a supermarket and vegetable market.



**Where:** Drum Tower and Houhai area

**When:** 10:45 am - 2 pm, every day except Saturday through April 27

**Price:** 300-400 yuan

**Tel:** 13718796382

**Email:** beijingfoodwalk@yahoo.com

## Art:

### Photographs by Martine Marras

"Woman" is a series of nude portraits of women from different ages and backgrounds. In spite of having no familiarity with each subject, French photographer Martine Marras creates a dialogue with each model who has her own story to tell. The revealing portraits offer insight into what it means to be a woman.



**Where:** Alliance France de Pekin, 103 Deshengmen Nei Dajie, Xicheng District

**When:** 8 am - 9 pm, through January 26

**Price:** Free

**Tel:** 6404 2643

### Mediterranean World from the Musée du Louvre

The Mediterranean region has seen the convergence of many cultures, and its complicated and multifaceted history is an important part of the story of humanity and world civilization. A relatively complete picture of the rise and fall of different civilizations in the Mediterranean region is told by more than 200 pieces from the Louvre in Paris. This is the first cooperation between the French museum and the China National Museum.

**Where:** Galleries N2&N3, National Museum, East side of Tiananmen Square, Dongcheng District

**When:** 9 am - 5 pm, through February 9

**Tel:** 6512 8901





# Hermès begins retreat from less-developed cities

Luxury scarf maker Hermès recently announced the closure of its Wuxi Commercial Mansion outlet on December 20, beginning the brand's gradual retreat from China's less-developed cities.

Hermès' exit is part of its greater China strategy, said Miao Jun, deputy general manager of Wuxi Great Eastern, one of the city's biggest shopping malls.

"This year's economic slowdown is hampering growth in the luxury market. It's also concentrating luxury consumption in Hong Kong and a few other locations," he said. "This trend affects boutique sales of luxury goods."

Closing boutiques with less growth potential is not the point of Hermès' strategy. The brand will be rolling out a subsidiary Chinese brand called Shang Xia, or "up and down," a phrase meant to convey balance. Hermès believes the new label will have a better chance to earn large profits in such emerging luxury markets.

Shang Xia is led by Chinese designers and showcases the best of Chinese artisanal knowhow. To succeed in the increasing concentrated domestic luxury market, Shang Xia will have to work hard to win attention from local customers.

The brand's success could make Hemes a model for other high-end luxury labels looking to earn more in China.

But why is Hermès, the world's most respected luxury brand, willing to launch an entirely new brand in China? Analysts have been confused by Hermès' choice. Is it necessary to put so much money and



Hermès outlet in Wuxi, Jiangsu Province



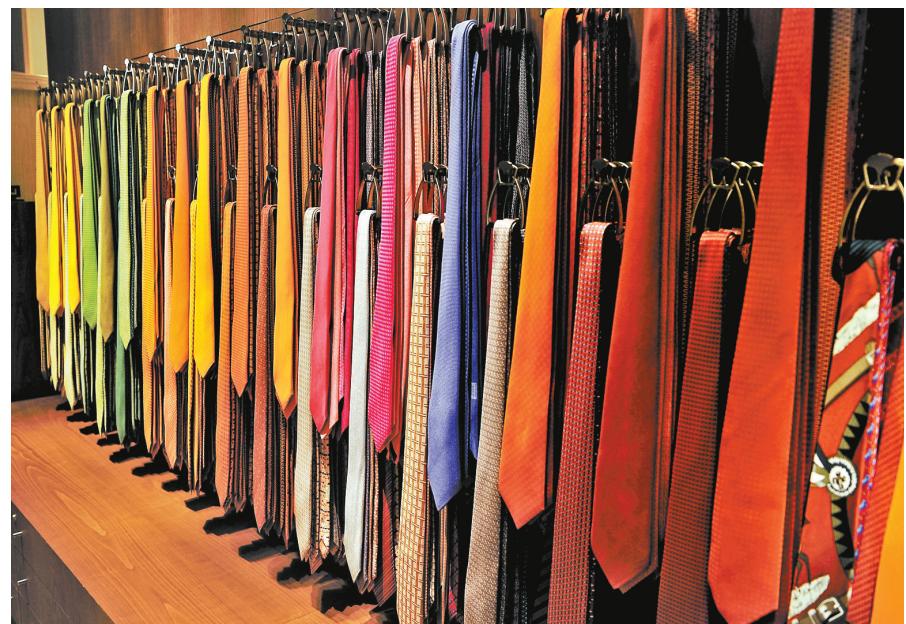
Luxury commodities

effort into building a local brand? Local brands carry little prestige in China.

Hermès might be planning ahead.

"Chinese people are currently lost when choosing luxury goods. They just follow everyone else and copy the latest trend. But a day will come when they begin to balance culture and decision-making," said by Kun Ouyang, CEO of China at the World Luxury Association.

"When that time comes, China will be both a market for and source of luxury fashion. It would be too late for other luxury brands to shift their direction



Hermès men's ties

when Chinese consumers focus more on fashion with a Chinese character," Kun said. "China is in desperate need of its own international luxury brand, and Hermès is the first to seize this chance."

Presently, 90 percent of the luxury products sold in China come from foreign brands. There is a big hole for domestic producers.

"Sooner or later, some Chinese customers will focus on domestic brands. Much has been made over the country's burgeoning middle class, and it only stands to grow more over the next decade," Kun said.

"It's natural that many will want to spend their new disposable income on domestic goods. Giving the Chinese an opportunity to do this may prove very lucrative for Hermès."

Hermès International is a French high fashion house established in 1837. It specializes in leather, lifestyle accessories, perfumes and luxury goods. Its logo since the 1950s has featured a Duc carriage with horse.

The brand opened its first boutique in Beijing in 1996.

(By WU YANLING)

## JDA to expand China business by reaching market leaders



Hamish Brewer, president and CEO of JDA

After eight years in the Chinese market and 150 local corporate customers, JDA's China earnings account for less than 5 percent of its global total.

The company will begin an aggressive plan next month to turn around this trend.

JDA is attempting to identify and attach itself to market leaders, since leaders who use JDA's solutions are likely to inspire up-and-coming companies to follow.

"The goal of our team in China is to identify market leaders that want to move ahead quickly. We try to secure our business with those companies, because we believe that the market will follow [what these leaders do]," said Hamish Brewer, president and CEO of JDA.

JDA Software is a leader in global supply chain management with a broad portfolio of integrated planning and execution solutions and services to help firms manage the entire supply chain – from

raw materials to finished products and into customers' hands.

It employs 75 people in China.

In order to adapt to the Chinese market, JDA has done a couple of things differently. First, JDA provides Chinese customers far more than software.

Brewer said Chinese customers are looking for advice and guidance – they want to know about best practices, and how they can deliver them as quickly as possible.

"When we deal with the customer in North America, usually they think they know what they want and they tell us what they want. When we are talking with customers in China, they usually say 'We know that we have to improve. Tell me how you think we can make the maximum progress. Tell me your advice for moving the company forward,'" he said.

JDA advises on the best approach to

solve business problems when they are dealing with local customers instead of just responding to a requirement.

Secondly, JDA is taking on the speed of its Chinese customers. "In China, everything has to be quick," Brewer said. "We have to learn how to deploy our solutions very quickly for this market." JDA is also trying to grab opportunities in China's rapidly evolving IT landscape.

Although most Chinese companies view IT as a cost rather than a strategic asset, JDA has seen the slow but ongoing transformation.

"In the past, I would say Chinese companies were very much just out to find the cheapest. Now we are starting to see more that recognize they need solutions that are really tuned for business," Brewer said. "IT is not just a back office function any more, especially in retail. It's how we touch our customers."